



Foreign Agricultural Service

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## Japan

### Market Development Reports

#### Food Business Line

*Periodic Press Translations from ATO Tokyo*

**2001**

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**Report Highlights:** A summary of current news reports in America's largest food and agricultural export market as translated from Japan's mass media and food press. This issue includes: Carrefour Japan plans to double the number of its private label food lines from among those already being sold by the company's French headquarters; the Hokkaido Organic Agricultural Cooperative was launched on September 1 to expand sales channels for organic products; and according to the Almond Board of California, almond shipments to Japan increased 14 percent over last year.

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Includes PSD changes: No  
Includes Trade Matrix: No  
Unscheduled Report  
Tokyo ATO [JA2], JA



# Food Business Line

Periodic Press Translations from ATO Tokyo

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## Wholesale/Retail

- *Carrefour Japan* plans to double the number of private label food lines it will carry in its Japan stores from among those which are already being sold by the company's headquarters in France. This includes items such as jam, honey, tea, snack foods/confections and canned gourmet food products. *Carrefour Japan* plans to hold a French Fair September 21-30. (a 9/11)

## Food Service

- *Fujita Kanko* hotel chain and *NEC* have developed an on-line procurement system where vendors can bid to supply food products and other cleaning and toiletry items used by the hotel. Since hotels usually procure locally, it is unique for a hotel chain to introduce an internet-based system. With this new system, *Fujita Kanko* plans to reduce 10% of their procurement costs over the next 3-4 years. (a 9/5)

## Food Processing/New Products/Market Trends

- The *Hokkaido Organic Agricultural Cooperative* was launched on September 1 consisting of approximately 30 organic producers in Hokkaido. The new cooperative will attempt to expand sales channels for organic products and assist with the organic certification process. Ten more producers are still expected to join the cooperative. (a 9/2)
- *Nihon Nosan Kogyo*, a major manufacturer of mixed feed, has decided to stop using meat and bone meal completely due to the recent detection of BSE in a milk cow. Japan's Agriculture Ministry banned the use of meat and bone meal for cows in 1996, but manufacturers continued to use it for chickens and hogs, which were not considered to be vulnerable to BSE. Similarly, *Chubu Shiryō*, another feed manufacturer, also plans to stop using meat and bone meal feed until the production lines for beef can be completely separated from other livestock products. (a 9/14)

## ATO/Cooperator/Competitor Activities/Trade Shows

- According to the *Almond Board of California*, shipments of almonds to Japan in 2001 totaled 22,000 tons, a 14% increase over the previous harvest year. Japan ranked third behind Germany and Spain in terms of share of world almond imports. (c 9/7)
- For the 2001 fall-winter season, the *U.S. Meat Export Federation* plans to promote Korean cuisine recipes using U.S. meat in supermarkets nationwide. (f 9/10)

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### Sources

(a) The Japan Economic Newspaper

(b) The Nikkei Marketing Journal

(c) The Japan Food Journal  
(e) The Japan Food News

(d) The Beverage & Food News Commentary  
(f) The Food Industry News

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